

Babies, Basketball and Diapers

During June 1999, the Women's National Basketball Association's (WNBA) Los Angeles Sparks and Sacramento Monarchs teamed up with BabyCal to launch the delivery of thousands of diaper packages to community-based organizations (CBOs), benefiting pregnant women and their families in the Los Angeles and Sacramento areas.

Babies "R" Us representatives were recognized for their significant contributions to BabyCal and the local community with commendations from Governor Gray Davis. Sparks superstar Lisa Leslie shared an inspiring personal experience about her sister's pregnancy and the importance of getting early and regular prenatal care with the CBO representatives, pregnant women, and families attending the event.

The event was well received by CBOs. "We appreciate BabyCal's efforts in providing CBOs with practical items like diapers," said Rita Resurrección of the San Judas Medical Group. "We are excited about the diapers and will use them as incentives in our childbirth classes. We hope BabyCal can do this again soon."

Sacramento

In Sacramento, BabyCal conducted its third annual diaper delivery event with the Monarchs and supermarket chain Raley's and Bel Air. The June event was attended by 20 Sacramento area CBOs and local families and babies - including three sets of triplets! Each CBO received a portion of the nearly 1,200 packages of diapers purchased with proceeds from a Monarchs spring exhibition game and matched by Raley's and Bel Air. This year's special event,

cont. on page two



Sparks player Lisa Leslie is shown with (left to right) Dr. David B. Ocepek, Community Health Programs General Manager for Watts Health Foundation; Brian Dowling, VP of Public Affairs for Safeway/Vons; Secretary Grantland Johnson; and Dannie Newell, Regional Director for Babies "R" Us.

Los Angeles

In a new partnership with the Vons Companies, Babies "R" Us and the Los Angeles Sparks, approximately 4,000 packages of diapers were distributed to 40 Los Angeles area CBOs. Grantland Johnson, Secretary of the California Health and Human Services Agency, kicked off the event which was held at the Watts Health Foundation, one of BabyCal's first CBO partners. The Sparks team, Vons and



(left to right) Monarchs player Yolanda Griffith is shown with Teaira Reasby and her 3-month-old daughter, Aviyon Brown; Kathy Olcese, Community Affairs Representative for Raley's and Bel Air; Salina Sanchez and her 4-month-old daughter, Harmon Sanchez; Monarchs mascot "Monty"; and Secretary Grantland Johnson.

Special thanks to Babies "R" Us, Los Angeles Sparks, Raley's and Bel Air, Sacramento Monarchs and The Vons Companies for making these events possible.

BabyCal Networking Event in Solano County

As part of BabyCal's efforts to personally meet CBO representatives throughout the state, more than 30 Northern California CBO representatives gathered in May at the Solano County Health and Social Services Department in Fairfield to meet the BabyCal team. Aside from networking opportunities, the event also allowed BabyCal to update CBOs on campaign activities and unveil the new BabyCal Network Member Kit and Jada Pinkett Smith television spots and poster.



Sheila McGregor, Black Infant Health Program Coordinator for the Solano County Health and Social Services Department, delivers opening remarks.

Babies, Basketball and Diapers

cont. from page one

also hosted by Secretary Johnson, was held at Natomas High School - the official training site for the Sacramento Monarchs - with representatives from Raley's and Bel Air and the entire Sacramento Monarchs team. Dubbed "Dribbling for Diapers," the highlight of the event was a fun free-throw competition, pairing participating CBO representatives with a Monarchs player. The Monarchs' mascot, "Monty," danced on the sidelines to cheer for the teams. CBO representatives on winning teams were awarded autographed basketballs for display in their organizations. The event attracted significant local media, including five TV news crews, two news radio reporters and several newspaper photographers.

The event and diaper donation made a positive impact on the CBOs. "The event was great. I loved the fact that the Monarchs were so interactive with the moms," said Marsha Williams of the Center for Community Health and Wellbeing. "The diapers couldn't have come at a better time, just one week before our quarterly baby shower. The babies born over the past quarter will receive the diapers and the rest will be available in our agency store for clients to purchase by using the 'baby bucks' they've earned. Thanks, BabyCal!"

To enable CBOs to learn about community outreach programs implemented by other organizations, two CBO representatives provided brief overviews of their BabyCal outreach programs. Charlene Lavorini of the Adolescent Family Life Program (AFLP)/Cal-Learn of Solano County shared with the group how BabyCal promotional items, such as magnets and pens, are used as incentives for their patients. Cristina Rios-Klein of the Prenatal Care Guidance Program talked about how her organization partnered with Fairfield Suisun Transit to post BabyCal posters inside city buses.

Special thanks to the Solano County Black Infant Health Program (BIH) for hosting the event, and Charlene and Cristina for taking the time to share with the group about their usage of BabyCal materials.

Healthfairs/Conferences

Over the past three months, BabyCal participated in three major events in the Sacramento and Los Angeles areas.

Northern California CBO Coordinator Nadine Roberts Cornish staffed the BabyCal booth at the Maternal & Child Health Conference (MCH) at Sacramento's Double Tree Hotel in May. The conference identified the role of the MCH program in improving the health of California's families and provided participants with networking opportunities.

In May, Southern California CBO Coordinator Tania Watson participated in the St. Francis Medical Center Baby Shower. The Baby Shower celebrated Mother's Day and honored 50 mothers-to-be and their families from nine clinics throughout Los Angeles with a luncheon and live Mariachi band. Tania gave a brief presentation on the BabyCal Campaign and distributed BabyCal outreach materials to attendees. Shower attendees received gifts and prizes, including baby blankets, diaper bags, baby bottles and toys for their newborns that were supplied by the St. Francis Medical Center.

Tania Watson also exhibited BabyCal outreach materials at the first annual Feria de la Salud, sponsored by the Los Angeles Medical Center on June 19. This community-oriented event, which primarily targets Latino families, attracted more than 500 expectant parents, children and young families. Exhibitors offered a variety of informational materials on health education, state programs for children and adults, financial planning, dentistry and support services.

BabyCal Partners with Sponsors for Bundles Motivation Program

The BabyCal Bundles incentive program, established in 1998 to motivate pregnant women to keep their prenatal care appointments and attend prenatal care classes began its second year.

This year, the program was implemented in Southern California. Upon attending a set number of prenatal care appointments and classes, expectant mothers received a BabyCal Bundle — a large zippered canvas tote containing a variety of sponsored baby care products and prenatal care information. Nearly 40 CBOs that provide direct services to pregnant women in Southern California participated in the program, helping to motivate more than 1,300 clients to complete their prenatal care classes.

A variety of products and information were received from corporate sponsors. General Mills donated cereals, discount cereal coupons and Cheerios height charts to the Bundles program. The Parenting Group provided *Healthy Pregnancy* magazines and *BabyTalk* magazine one-year subscription cards. Salvation Army donated coupons offering 25% discount off clothing sold in their California stores. "America's Youth Passports," health information booklets where parents can record a child's medical history from birth, were donated to the program by Securitec Corporation. The Department of Health Services' Women, Infant and Children (WIC) program provided nutritional pamphlets, baby cups, bibs, and magnets. Other DHS items included "The Healthy Mom, Healthy Baby" handbook, the BabyCal brochure, and a wipe-off magnet.

The BabyCal Campaign sends a special thanks to the following corporate sponsors for their invaluable contributions to the Bundles program and for significantly contributing to the success of BabyCal's message to encourage expectant women to obtain early and ongoing prenatal care:

General Mills ■ The Parenting Group ■ Salvation Army ■ Securitec Corp. ■ WIC Program



Expectant women who completed the program in Southern California received a BabyCal Bundle containing a variety of baby care products and prenatal care information.

CBO Spotlight

NorthBay “A Baby’s Coming”

(ABC) Prenatal Program/Contact: Amelia Franklin,
Nurse Practitioner, Fairfield, CA
Phone: 707/429-6751



Sheila Anderson, nurse practitioner, and one of her patients.

In its third year as a Comprehensive Perinatal Service Provider (CPSP), the NorthBay “A Baby’s Coming” (ABC) Prenatal Program sees more than 500 clients annually. Services include basic medical and prenatal care services, health education, nutrition, childbirth and breastfeeding classes. The agency’s clients are uninsured women or women on Medi-Cal.

Approximately 25 percent of the ABC program’s patients are teens, many of whom are looking for a confidential friend. NorthBay ABC provides this support through its friendly and approachable staff and warm, home environment.

The program conducts a highly successful incentive program called Early Birth Prenatal classes. By attending these newborn care, breastfeeding and childbirth classes, patients receive prizes, such as strollers and high chairs. These great incentives initially draw patients to their program, but it is the rapport with staff and other patients, and the warm environment that keep them coming back.

A unique component of the ABC Program is its Sweet Success Program, which focuses on aiding patients in maintaining normal glycemic levels throughout their pregnancies. The importance of diet and exercise is stressed, and women are taught how to check glucose levels and administer insulin injections. More than 80 women with gestational diabetes have obtained services through this one-year-old program. For information about this program, please call (707) 429-6756.

Professional Medical Clinic For Women

Contact: Sheila Abby, Office Manager
Lynwood, CA
Phone: 310/639-9363

Professional Medical Clinic For Women, a Comprehensive Perinatal Service Provider (CPSP), located in the City of Lynwood, delivers a wide range of services to low-income families throughout the Los Angeles area. The clinic provides pediatrics, family planning, OB/GYN, family practice, individual and group health education classes.

The CPSP staff provide a friendly welcome to each new expectant client, including an orientation session to register for prenatal care programs. The clinic’s educational program includes classes with health educators on early pregnancy, first, second and third trimesters, anesthesia, epidurals, labor and delivery, and domestic violence. Clients receive handouts and a special gift each time they attend a class as motivation to continue the prenatal education program, and a complete baby gift set following their deliveries. As a courtesy, clients are referred to high-risk pregnancy clinics and are offered free transportation if they

reside in Long Beach, Compton, Paramount, Lynwood and Los Angeles.

“BabyCal plays a vital role in our prenatal education program. The BabyCal outreach materials, especially the brochure, are given to all our moms-to-be to help educate them about the importance of practicing healthy behaviors during pregnancy,” said Shelia Abby, Office Manager of the clinic. “We are proud to be a BabyCal CBO and recommend all prenatal programs use BabyCal’s wonderful materials.”



A mom-to-be with a clinic phlebotomist prepping for a routine blood test.

New Faces



Welcome Diana Bontá - New DHS Director

The BabyCal Campaign welcomes Diana M. Bontá, R.N., Dr. P.H., as the new Director of the Department of Health Services. In June, Dr. Bontá assumed her new role.

Dr. Bontá has more than 25 years of experience in the health care field. She had previously served for 11 years as the Director of the Department of Health and Human Services for the City of Long Beach, and prior to that as the Deputy Executive Director of the Los

Angeles Regional Family Planning Council. Dr. Bontá is a registered nurse, also having worked as a nursing consultant and later as a regional administrator for the California Department of Health Services.

An instrumental community leader, she was recently elected by her peers to serve as chair of the Executive Board of the American Public Health Association. She is also on the advisory committee for the Center for Disease Control, Comisión Femenil de Los Angeles, and National Association of County and City Health Officials.

Please join us in congratulating Dr. Bontá on her new appointment. We look forward to Dr. Bontá's participation in future BabyCal activities.

The BabyCal Team

Dear CBOs,

Please join me in welcoming two new members to the BabyCal team - Suzane Henderson and Lori Goodwine. I have enjoyed serving you as the CBO Director for the past year and will remain an integral member of the BabyCal Campaign. As I now begin to focus on other components of the BabyCal Campaign, such as sponsorships, spokespersons and public relations activities, Suzane will assume the role of CBO Director.

Suzane is an Account Supervisor in Hill and Knowlton's Sacramento office and is excited about her new role. She brings with her an extensive background in local community outreach and program development and has spearheaded a number of projects within the Department of Health Services, including the Partnership for Responsible Parenting and Medi-Cal enhancement campaigns.

Additionally, as some of you may know, there have been recent changes in CBO Coordinator responsibilities. Edith Tybo is no longer serving as Northern California BabyCal CBO Coordinator and we wish her the best of luck in her future endeavors.

Lori assumes Edith's region and is familiar with the BabyCal team through her work with Nadine Roberts as a public relations and community outreach specialist working on the BabyCal and Partnership for Responsible Parenting campaigns. Lori has more than 10 years experience in government and public relations agencies, including media and community outreach.

Best wishes and continued success to the BabyCal CBO Network.

Stephanie Chiu



Suzane Henderson

"I have long admired BabyCal and I am pleased that I will have the opportunity to work with community groups throughout the state that are providing important services for expectant women and their families. I look forward to doing all I can to support the fine work of our community partners."



Lori Goodwine

"BabyCal is a great opportunity for me to get involved with issues of great concern in our communities. It's truly a wonderful feeling to know together we can make a significant difference in the lives of pregnant women and their families. Knowing that we help to improve a life is amazing."

Welcome, New BabyCal CBOs

BabyCal welcomes 18 new CBOs to the Network. With your help, we will be able to combat infant mortality in California and encourage expectant women to obtain early, ongoing prenatal care. The BabyCal CBO Network now has 507 participating organizations statewide.

Northern California Region

Nadine Roberts - (916) 925-7816

Please call me with any questions or concerns about BabyCal.

- Child and Family Development, Bakersfield
- Stanislaus County Health and Human Services Agency -
 - Ceres Medical Office, Ceres
 - Empire Medical Office, Hughson
 - Family Practice Clinic, Modesto
 - Hughson Medical Office, Hughson
 - Maternity Outreach Mobile, Modesto
 - McHenry Medical Office, Modesto
 - Turlock Medical Office, Turlock

Lori Goodwine - (916) 455-0580

Thank you for supporting BabyCal and for helping us to inform pregnant women about the importance of prenatal care.

- Butte County WIC, Chico

Southern California Region

Tania Watson - (661) 297-0048

Help BabyCal continue educating pregnant women in your community about the importance of eating right and staying away from smoking, drinking and drugs.

- Camino Health Center, San Juan Capistrano
- Community Health Foundation, Los Angeles
- Corona Regional Medical Center, Corona
- Dr. Zelda Billings - OB/GYN, Montebello
- OB/GYN Clinic of Santa Maria, Santa Maria
- Riverside Neighborhood Clinic, Riverside
- Santos Medical Clinic, Inglewood
- Tender Beginnings at Methodist Hospital, Arcadia
- Ventura County Public Health - CPSP, Ventura

New Collateral Marketing Materials

The BabyCal Campaign is pleased to advise CBOs that the Jada Pinkett Smith posters and photo frame magnets, along with BabyCal pens and the new pencils, are now available. Samples of these new materials and an updated order form were mailed to CBOs statewide last month. We hope these new materials will be effective in your outreach efforts. You may request more of these items and other BabyCal collateral by faxing your order toll-free to The Mail House at 888/428-6245.



Sample Jada Pinkett Smith Photo Frame Magnet

CBO Coordinators:

Northern California: Nadine Roberts (916) 925-7816
Lori Goodwine (916) 455-0580

Southern California: Tania Watson (661) 297-0048
new number

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

Contact: Stephanie Souza (916) 449-9920

Fax: (323) 782-0143

or CBO Director Suzane Henderson (916) 449-9934

Department of Health Services:

714 P Street, Room 1650

Sacramento, CA 95814

Contact: Lisa Jackson (916) 657-3719

Fax: (916) 653-9212

Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to The Mail House at (888) 428-6245. Orders are filled and shipped three to five days after receipt. If you have questions regarding your order, please contact the Mail House directly at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Yvonne Arias at Hill and Knowlton (323) 966-5740 for sample packets, additional order forms, or to address special needs and requests.